

**ACBL BOARD OF DIRECTORS' MEETING
HOUSTON, TEXAS
MARCH 9-12, 2009**

**REPORT FROM BILL COOK, JR
DISTRICT 10 REPRESENTATIVE**

- Approved Watkins, Uiberall Certified Public Accountants as our new 2009 audit firm.
- Deferred to summer 2009 NABC in Washington changes to the Code of Disciplinary Regulations (CDR) that would, among other things, allow ACBL Management to be both the complainant and the charging party.
- Deferred to summer 2009 NABC in Washington changes in Appendix B of CDR ACBL Disciplinary Sanction Guidelines.
- Defeated a motion to reduce the I/N session fees at NABC from \$15.00 to \$13.00.
- Defeated a motion to upgrade club championship games with conditions. The most objectionable condition being clubs were required to close whenever a regional or sectional was held within 25 miles of the location of the club.
- Defeated a motion to add requirements for being designated a Grand Life Master.
- Defeated a motion requiring ACBL to do certain things to preserve bridge history. (A new 501(C) 3 tax deductible foundation has been formed to secure tax deductible gifts for the establishment and management of a state of the art bridge museum and archives which will preserve our bridge history.)
- Approved the Audit Committee check list of annual activities.
- Approved ACBL Whistleblower policy.
- Approved a change regarding hand records in unit wide games which reads, "At sponsor option, all sites may be required to use identical hands."
- Approved a change in the regulations for shortened club championships that reads,

Clubs be allowed to hold either regular club champions (18* boards) or shortened club championships (12-17) boards played. The total number of club championships, including regular and shortened, will remain the same as currently allowed. The overall awards for shortened club championships are 60% of regular club championships.

The online shortened club championship (12-17 boards) overall award is capped at 4.50 masterpoints.

The online regular club championship (18* boards) is capped at 6:00 masterpoints.

Effective May 1, 2009

- Amended the qualifications for participation in the NABC+ Platinum Pairs to include all players who have attained the rank of Platinum Life Master or Grand Life Master.
- Deferred to the STaC Committee a motion to designate one or two weeks per year as STaC weeks.
- Deferred action on a motion to change the name of the Board of Governors to Council of Advisors pending feedback from the Board of Governors. (Rationale being that the Board of Governors is neither a Board nor does it govern.)
- Approved an extension on Jay Baum's contract as CEO until July 1, 2012.

JAY BAUM, ACBL CEO REPORTED THE FOLLOWING

- ACBL Membership is up 431 for the first 2 months of 2009 in spite of the dismal economy and new members for the same period totaled 2,170 equal to 2008 numbers.
- Tournament attendance is holding strong early in the year with regional attendance up 2% and tables averaging 1,700 per tournament.
- Sectional tables per tournament have been equal to 2008 and STaC attendance up 1.3% over 2008.
- Table count for clubs in 2008 was 2,695,340 of which 470,854 were from online games.
- ACBL Goes Green kicked off in January. The project is aimed at reducing the amount of non-recyclable materials used in the ACBL headquarters. The first step was the elimination of Styrofoam cups that were purchased by ACBL for employee use. ACBL ♥ 2 recycle mugs were distributed to headquarter employees. These insulated mugs are designed to keep employees favorite beverages hot or cold and can be used hundreds of times.
- Marketing in an effort to increase brand awareness and reach/engage the beginner/newcomer bridge audience has launched a series of free weekly bridge columns. The first began appearing in January 2009 and as of mid February are being published or being considered for publication in 135 news publications across the United States. The total audience of these publications carrying the column is 1,155,125 readers. The column contains ACBL contact information as well as local club/teacher contact information.
- Marketing has developed and printed a new brochure that targets the youth audience. This brochure, entitled Youth 4 Bridge, is a promotional tool that will be made available to teachers/clubs who are attempting to reach and engage the youth audience.
- Marketing in an effort to create a more engaging website for the youth audience has placed a YouTube video of the Georgia Youth State Championship on the www.youthnabc.org website home page.
- In November 2008, Marketing, as a result of a youth survey and contest, has established a new name for the youth website. The contest winning name is www.youth4bridge.org. The URL domain name has been purchased and the redesign of the youth website is in progress based on the survey and feedback from the youths.
- Marketing reimbursed \$143,377.45 to clubs/teachers/members for 344 unique advertising projects that qualified for reimbursement under the Cooperative Advertising Program during 2008.